ABSTRACT OF THE DISCLOSURE

Customizing a binary content file without having to recompile source code associated with the binary content file. A variable initialization module receives a binary content file and a script file. Included in the binary content file are current values for one or more variables. Included in the script file are updated values for the one or more variables. The variable initialization module processes the script file to overwrite the current values for the one or more variables with the updated values for the one or more variables. Variables are updated directly in the binary content file. Variables included in a script file may be identified from associated map files or by a scanner module that scans binary content files. Script files may include conditional statements for updating values differently depending on the configuration of a destination computing device.

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